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Attorney Docket # 5068-15

Patent

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted Marketing  
Over a Telecommunication NetworkExaminer: Bui, Bing Q  
Group Art: 2642Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450SUBSTITUTE POWER OF ATTORNEY

Sir:

Applicant hereby revokes all previous Powers of Attorney in connection with this application and appoints the following attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith:

Customer No. 27799

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Dated: 01/25/06

By:

Alex Mashinsky

**IN THE UNITED STATES PATENT &  
TRADEMARK OFFICE**

In re Application of: Mashinsky Alex

USSN: 10/098,667

GROUP ART UNIT: 2642

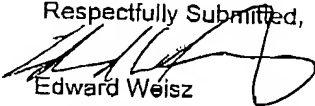
FILED: 3/15/02

**POWER TO INSPECT**

Honorable Assistant Commissioner for Patents  
Washington, D.C. 20231

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Respectfully Submitted,

  
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Reg. 37,257

Wednesday, March 01, 2006